

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candid	ate/Issue		Amer	can	Cros	ssroads
	Dates (if one folder is used per		Amer	3/12-1	1/5/12	
candida	ate, a separate checklist must be eted for each flight)			,,,,,,,,	,, ,, ,,	<u>Initials</u>
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	()	Date:	11/2/1	12_	Be
2.	Original contract showing requested time (when available)		Date:	10/31	1/2	BP
3.	Updated contracts as order changes.		Date:			
4.	Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount for each rebate), if any		Date:	<u>ululu</u>	<u></u>	<u>&</u>
			Checklist Con	npleted:	ee5	
		By:	Brian	Zai	eghtes	
		Date:		2		

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and	Location:			Da	te:
Stephanie M	Maroney	erning the fol	lowing issue:	1	
merican Cros	ssroads k Avenue Suite 1 DC 20005		iowing issue.		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Fotal Char	ges:				
and the second of the second o	ime will be used by	An the location at the	or in part)		
Does the p message re	rogramming (elating to any	in whole political	or in part) matter of n	communicate national impo No) ``a rtance?"

For programming that "communicates a message relating to an importance," list the name of the legally qualified candidate(s) office(s) being sought and the date(s) of the election(s) (if app	the programming refers to, the
•	
For programming that "communicates a message relating to an importance," attach Agreed Upon Schedule (Page 3)	y political matter of national
I represent that the payment for the above described broadcast	time has been furnished by:
Treasurer Margee Clancy	
and you are authorized to announce the time as paid for by suc furnishing the payment, if other than an individual person, is:	h person or entity. The entity
☐ a corporation; ☐ a committee; ☒ an association; ☐	or other unincorporated group.
The names, offices, and addresses of the chief executive office agents of the entity are named below (may be attached separate	ers, directors, and/or authorized ely):
THIS STATION DOES NOT DISCRIMINATE OR PERMIT OF RACE OR ETHNICITY IN THE PLACMENT OF ADVE	
I agree to indemnify and hold harmless the station for any damage reasonable attorney's fees, that may ensue from the broadcast of advertisement(s). For the above-stated broadcast(s), I also agree transcript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.	the above-requested ee to prepare a script,
TO BE SIGNED BY ISSUE AD	VERTISER
10/31/12 steph My	703-299-1760
Date Signature	Contact Phone Number
TO BE SIGNED BY STATION RE	EPRESENTATIVE
Accepted Accepted in Part	☐ Rejected
Buan Raughter Signature Brian Raughter Printed Name	Title

CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	Contract / Rev	<u>ision</u>	1	Alt Order #	
	969154	1			
Product	2				
American Crossroads					
Contract Dates	Estimate #				
11/03/12 - 11/05/12	1339 - AC PA	TV 11.			
Advertiser			Ori	ginal Date	/ Revision
American Crossroads			1	0/31/12	/ 10/31/12
	Billing Cycle	Billing	Cale	endar endar	Cash/Trade
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WTAE	Bob C	ain		Eagle-Philadelp
	Special Hand	ling			
	Demographic				
	Adults 25-54				
	IDB#	Advert	iser	Code	Product Code
	Agency Ref			Advertiser	Ref
	1			1	

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
N 1 WTAE 11/05/12 11/05/12 M-F 430-5am	430-5a	:30	NM	1	\$225.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$225.00				
N 2 WTAE 11/03/12 11/03/12 CASTLE WKND LF 1 Start Date	12-1X <u>Rate</u> \$300.00	:30	NM	1	\$300.00
N 3 WTAE 11/05/12 11/05/12 THE CHEW	1P-2P	:30	NM	1	\$325.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$325.00				
N 4 WTAE 11/05/12 11/05/12 GENERAL HOSPITAL Start Date End Date Weekdays Spots/Week	GENERAL HOSPI [*] Rate	:30	NM	1	\$350.00
Week: 11/05/12 11/11/12 M 1	\$350.00				
N 5 WTAE 11/04/12 11/04/12 Sun 5-7am News	5-7a	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S 1	<u>Rate</u> \$350.00			-	
N 6 WTAE 11/05/12 11/05/12 Live with Kelly	9-10am	:30	NM	1	\$350.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 11/05/1211/11/12M1	<u>Rate</u> \$350.00		8.		
N 7 WTAE 11/05/12 11/05/12 RACHEL RAY DAY	M-F 10AM-11AM	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$350.00				
N 8 WTAE 11/03/12 11/03/12 Sat 5-7am	5-7am	:30	NM	1	\$350.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	Rate \$350.00				
N 9 WTAE 11/03/12 11/03/12 Inside Edition Wknd	SA 730p-8p	:30	NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	<u>Rate</u> \$400.00				
N 10 WTAE 11/05/12 11/05/12 M-F 3-4P	M-F 3-4P	:30	NM	1	\$450.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$450.00				
N 11 WTAE 11/05/12 11/05/12 DR OZ	M-F 4-5p	:30	NM	1	\$450.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict wither specified.



		1339 - AC PA TV 11.3-11.5	
Contract Dates	Product	Estimate #	
	Contract / Revision 969154 /	Alt Order #	

Advertiser Original Date / Revision

American Crossroads 10/31/12 / 10/31/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$450.00				
N 12 WTAE 11/05/12 11/05/12 The View	11am-noon	:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$500.00				
N 13 WTAE 11/04/12 11/04/12 Sunday Extended Late New		:30	NM	1	\$500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	<u>Rate</u> \$500.00				
N 14 WTAE 11/04/12 11/04/12 Sun 8-10am News	8-10am	:30	NM	1	\$550.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	<u>Rate</u> \$550.00				
N 15 WTAE 11/03/12 11/03/12 Good Morning America Sat		:30	NM	1	\$650.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>				
Week: 10/29/12 11/04/12S- 1	\$650.00		N114		¢650.00
N 16 WTAE 11/04/12 11/04/12 Good Morning America Sur Start Date End Date Weekdays Spots/Week	n 7-8am Rate	:30	NM	1	\$650.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	\$650.00				
N 17 WTAE 11/05/12 11/05/12 WTAE Noon News	11:58-1pm	:30	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$1,000.00				
N 18 WTAE 11/05/12 11/05/12 5-6am News	5 - 6am	:30	NM	1	\$1,200.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 M 1	\$1,200.00				£4 000 00
N 19 WTAE 11/05/12 11/05/12 5-6am News Start Date End Date Weekdays Spots/Week	5 - 6am Rate	:30	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	\$1,200.00				
N 20 WTAE 11/04/12 11/04/12 Sun Early News	630-7p	:30	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	<u>Rate</u> \$1,800.00				
Week: 10/29/12 11/04/12S 1 N 21 WTAE 11/03/12 11/04/12 Sat Early News	6-630p / 7-730p	:30	NM	1	\$1,800.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/29/12 11/04/12S- 1	\$1,800.00				60 400 00
N 22 WTAE 11/04/12 11/04/12 Sun ABC Prime A Start Date End Date Weekdays Spots/Week	7-8pm Rate	:30	NM	1	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S 1	\$2,400.00	1			
N 23 WTAE 11/05/12 11/05/12 6-7am News	6-7am	:30	NM	1	\$2,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$2,500.00				
Week: 11/05/12 11/11/12 M 1 N 24 WTAE 11/05/12 11/05/12 Good Morning America	7-9am	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	Rate	.00			4-,000.00
Week: 11/05/12 11/11/12 M 1	\$2,500.00				
N 25 WTAE 11/05/12 11/05/12 5-6pm News M-F	5-6pm	:30	NM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$3,000.00		5.9		
N 26 WTAE 11/05/12 11/05/12 5-6pm News M-F	5-6pm	:30	NM	1	\$3,000.00
Start Date	Rate				
Week: 11/05/12 11/11/12 M 1	\$3,000.00	:30	NM	1	\$3,000.00
N 27 WTAE 11/05/12 11/05/12 Entertainment Tonight <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>	7:30-8pm <u>Rate</u>	.30	INIVI	'	ψυ,υυυ.υυ

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	Contract / Revision 969154 /		Alt Order #
Contract Dates 11/03/12 - 11/05/12	Product American Crossroa	ads	Estimate # 1339 - AC PA TV 11.3-11.5
American Crossroads			nal Date / Revision /31/12 / 10/31/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate T	/pe Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$3,000.00			
N 28 WTAE 11/05/12 11/05/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	7-7:30pm <u>Rate</u> \$3,000.00	:30	1 1	\$3,000.00
N 29 WTAE 11/05/12 11/05/12 6-6:30pm News Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	6-6:30pm <u>Rate</u> \$4,000.00	:30	NM 1	\$4,000.00
N 30 WTAE 11/05/12 11/05/12 Mon ABC Prime C Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	10-11pm <u>Rate</u> \$15,000.00	:30	NM 1	\$15,000.00
N 31 WTAE 11/03/12 11/03/12 Sat 8-10am Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S- 1	8-10am <u>Rate</u> \$700.00	:30	NM 1	\$700.00
		Totals	31	\$52,850.00

American Crossroads

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	31	\$52,850.00	\$44,922.50
Totals	31	\$52,850.00	\$44,922.50

Signature:	_ Date:	

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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. **BILLING AND PAYMENTS**

Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act or 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the (a)

face hereof.

materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station connection with broadcasts except after its prior approval.	nd mail, but assumes no liability for loss or damage to program or commercial on will not accept or process mail, correspondence, or telephone calls in
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- on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be
- agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	O / D			Alt Order #	
	Contract / Rev	rision		Alt Order #	
4	969154	1			
Product	>				
American Crossroads					14
Contract Dates	Estimate #				
11/03/12 - 11/05/12	1339 - AC PA	TV 11.	3-1		
Advertiser			<u>Ori</u>	ginal Date /	Revision
American Crossroads			1	1/02/12	/ 11/02/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WTAE	Bob Ca	ain		Eagle-Philadelpl
	Special Hand	ecial Handling			
	Demographic				
	Adults 25-54				
	IDB#	Advert	iser	Code	Product Code
	Agency Ref			Advertiser	Ref
					W 195

Spots/ Type Spots Amount Start/End Time Days Length Week Rate *Line Ch Start Date End Date Description NM \$225.00 430-5a :30 11/05/12 M-F 430-5am WTAE 11/05/12 Spots/Week Rate Start Date **End Date** Weekdays 1 \$225.00 11/11/12 Week: 11/05/12 \$300.00 NM 1 :30 11/03/12 CASTLE WKND LF 1 12-1X WTAE 11/03/12 End Date Spots/Week Rate Weekdays Start Date \$300.00 1 Week: 10/29/12 11/04/12 ----S-NM 0 \$0.00 1P-2P :30 WTAE 11/05/12 11/05/12 THE CHEW Spots/Week Rate **End Date** Weekdays Start Date \$325.00 11/11/12 Week: 11/05/12 Rate Type Length Description Start/End Time Weekdays Spot Ch Date Range \$325.00 NM :30 1 WTAE 11/05/12-11/11/12 1P-2P THE CHEW See MG 15.2 NM 0 \$0.00 :30 GENERAL HOSPI WTAE 11/05/12 11/05/12 **GENERAL HOSPITAL** Weekdays Spots/Week Rate Start Date **End Date** \$350.00 Week: 11/05/12 11/11/12 Length Rate Type Start/End Time Weekdays Spot Ch Date Range Description NM GENERAL HOSPIM-----:30 \$350.00 GENERAL HOSPITAL 1 WTAE 11/05/12-11/11/12 See MG 15.2 NM 1 \$350.00 :30 5-7a Sun 5-7am News WTAE 11/04/12 11/04/12 Spots/Week End Date Rate Weekdays Start Date \$350.00 Week: 10/29/12 11/04/12 ----S 1 NM \$350.00 :30 9-10am Live with Kelly WTAE 11/05/12 11/05/12 Spots/Week **End Date** Weekdays Rate Start Date \$350.00 11/11/12 Week: 11/05/12 :30 NM \$350.00 M-F 10AM-11AM 11/05/12 RACHEL RAY DAY WTAE 11/05/12 **End Date** Spots/Week Rate Weekdays Start Date \$350.00 Week: 11/05/12 11/11/12 M----1 \$350.00 :30 NM 5-7am WTAE 11/03/12 11/03/12 Sat 5-7am Spots/Week Rate Start Date **End Date** Weekdays \$350.00 -S-11/04/12 Week: 10/29/12 \$400.00 NM :30 WTAE 11/03/12 11/03/12 Inside Edition Wknd SA 730p-8p

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11/02/12 / 11/02/12



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

	Contract / Revision 969154 /	Alt Order #	
Contract Dates	Product	Estimate #	

11/03/12 - 11/05/12	American Crossroads	1339 - AC PA TV 11.3-11.5
Advertiser	Origi	nal Date / Revision

*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount
Start Date End Dat
Start Date Mesk 10/26/12 11/04/12
10 WTAE 11/05/12 11/05/12 M-F 3-4P Spots/Week Rate S450.00 Start Date End Date Weekdays Spots/Week Rate S450.00 Start Date End Date Weekdays Spots/Week S450.00 Start Date End Date Weekdays Spots/Week S450.00 Start Date End Date Weekdays Spots/Week S450.00 Start Date Start
Start Date End Date Weekdays Titolof1/2 Titolof
Meek: 11/05/12
Week 11/05/12 11
New 1/105/12 1/11/11/2 1/105/12 1/
12 WTAE 11/05/12
Start Date Meek: 11/05/12 11/04/12 11/04/12 Sunday Extended Late News Sun 11:35p-12:00a :30 :3
13 WTAE 11/03/12 11/04/12 Sunday Extended Late News Sun 11:35p-12:00a S0 S0 S0 S0 S0 S0 S0
Start Date End Date Meekdays Spots/Week S500.00 Start Date End Date Meekdays Spots/Week S500.00 Start Date End Date Meekdays Spots/Week S550.00 Start Date Meekdays Spots/Week S650.00 Start Date Start Dat
Week: 101/29/12
No. No.
Week: 10/29/12 11/04/12 5 1 \$550.00 E 15 WTAE 11/03/12 11/03/12 Start Date Start Date Week: 11/03/12 2 11/03/12 11/03/12 Good Morning America Sat 7-8am :30 NM 1 \$1,325.00 Spot Ch Date Range 1 WTAE 10/29/12-11/04/12 Description Description Start/End Time See MIG 15.2 Description Date Range 1/29/12-11/04/12 Description Description Start/End Time See MIG 15.2 Weekdays Length Rate 1/03/12 11/04/12 Type N/M Sep MIG 11/04/12-11/04/12 NM 1 \$1,325.00 NM \$650.00 NM \$1,325.00 NM NM \$1,325.00 NM \$1,000.00 \$1,000.00 NM \$1,000.00 NM \$1,000.00 \$1,000.00 NM
The color of the
Week: 10/29/12 11/04/12 S- 1 \$650.00 Start/End Time Weekdays Length Rate Type 9 Description Start/End Time Weekdays Length Rate Type 1 WTAE 10/29/12-11/04/12 Good Morning America Sun Start Date 11:30a-6p SL :30 \$1,325.00 NM 16 WTAE 11/04/12 11/04/12 Sun Var Wknd - non Kids 11:30a-6p SL :30 \$1,325.00 NM 16 WTAE 11/04/12 11/04/12 Good Morning America Sun Merica Sun Start Date 7-8am :30 NM 1 \$650.00 17 WTAE 11/05/12 11/05/12 11/05/12 WTAE Noon News 11:58-1pm :30 NM 1 \$1,000.00 8tart Date Week : 11/05/12 11/11/12 Weekdays Spots/Week Week Spots/Week \$1,000.00 Rate Rate Week: 11/05/12 11/11/12 NM 1 \$1,200.00 19 WTAE 11/05/12 11/105/12 11/05/12 11/11/12 5-6am News Spots/Week Meek Spots/Week Week Spots/Week Week Start Date End Date Weekdays Spots/Week Week Spots/Week Meek Spots/Week Meek Spots/Week Meek Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Spots/Week Meek Spots/Week Spots/Week Meek Spots/Week Sp
Start Date Range Description Start End Date All Date Cool Morning America Start Star
1 WTAE 10/29/12-11/04/12 Good Morning America Sat 7-8am
2 WTAE 11/04/12 -11/04/12 Sun Var Wknd - non Kids 11:30a-6p
MG for 3.1,4.1,15.1 16 WTAE 11/04/12
Start Date Week: 10/29/12 End Date Weekdays Spots/Week \$650.00
Week: 10/29/12 11/04/12 Section 11/05/12 11/04/12 S 1 \$650.00 17 WTAE 11/05/12 11/05/12 11/05/12 WTAE Noon News 11:58-1pm :30 NM 1 \$1,000.00 18 WTAE 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00 Start Date Neek: 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00 19 WTAE 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00 Week: 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00
17 WTAE 11/05/12 11/05/12 WTAE Noon News 11:58-1pm :30 NM 1 \$1,000.00
Start Date Hold Date Hol
18 WTAE 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00 Start Date End Date Weekdays Spots/Week 11/05/12 11/05/12 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00 19 WTAE 11/05/12 11/05/12 5-6am News 5 - 6am :30 NM 1 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate NM NM NM NM NM NM NM N
Start Date End Date Weekdays M 1 \$1,200.00
Week: 11/05/12 11/11/12 M 1 \$1,200.00 19 WTAE 11/05/12 11/05/12 5-6am News 5-6am :30 NM 1 \$1,200.00 Start Date Week: 11/05/12 End Date Meekdays Spots/Week Spots/Week News Rate Spots/Week News \$1,200.00
Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 M 1 \$1,200.00
Week: 11/05/12 11/11/12 M 1 \$1,200.00
20 MTAE 14/04/12 11/04/12 Sup Early News 630-7p :30 NM 1 \$1.800.00
20 WIAL 11/04/12 11/04/12 Gail Early Notice
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 10/29/12
Week: 10/29/12 11/04/12S 1 \$1,800.00 21 WTAE 11/03/12 11/04/12 Sat Early News 6-630p / 7-730p :30 NM 1 \$1,800.00
Start Date End Date Weekdays Spots/Week Rate
Week: 10/29/12 11/04/12S- 1 \$1,800.00
22 WTAE 11/04/12
Week: 10/29/12 11/04/12S 1 \$2,400.00
23 WTAE 11/05/12 11/05/12 6-7am News 6-7am :30 NM 1 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate

American Crossroads

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	969154 /	Alt Order #
Contract Dates 11/03/12 - 11/05/12	Product American Crossroa	Estimate # 1339 - AC PA TV 11.3-11
Advertiser American Crossroads		nal Date / Revision /02/12 / 11/02/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week 24 WTAE 11/05/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	<u>Rate</u> 7-9am <u>Rate</u> \$2,500.00	:30	NM 1	\$2,500.00
25 WTAE 11/05/12 11/05/12 5-6pm News M-F Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	5-6pm <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
26 WTAE 11/05/12 11/05/12 5-6pm News M-F Start Date	5-6pm <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
27 WTAE 11/05/12 11/05/12 Entertainment Tonight Start Date	7:30-8pm <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
28 WTAE 11/05/12 11/05/12 Inside Edition Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	7-7:30pm <u>Rate</u> \$3,000.00	:30	NM 1	\$3,000.00
29 WTAE 11/05/12 11/05/12 6-6:30pm News Start Date	6-6:30pm <u>Rate</u> \$4,000.00	:30	NM 1	\$4,000.00
N 30 WTAE 11/05/12 11/05/12 Mon ABC Prime C Start Date	10-11pm <u>Rate</u> \$15,000.00	:30	NM 1	\$15,000.00
Spot Ch Date Range Description 1 WTAE 11/05/12-11/11/12 Mon ABC Prime C See MG 30.2	Start/End Time 10-11pm	Weekdays Length Rate M :30 \$15,000.00	<u>Type</u> NM	
2 WTAE 11/05/12-11/05/12 Mon ABC Prime Other → MG for 30.1 11/05	Prime Other	M :30 \$15,000.00	NM	
31 WTAE 11/03/12 11/03/12 Sat 8-10am <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12S- 1	8-10am <u>Rate</u> \$700.00	:30	NM 1	\$700.00
D 32 WTAE 11/04/12 11/04/12 Sun Var Wknd - non Kids	11:30a-6p	:30	NM 0	\$0.00
N 33 WTAE 11/05/12 11/05/12 RACHEL RAY DAY Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	M-F 10AM-11AM Rate \$500.00	:30	N M 1	\$500.00
		Totals	30	\$53,350.00

Time Period	# of Spots	Gross Amount	Net Amoun
10/29/12 -11/05/12	30	\$53,350.00	\$45,347.50
Totals	30	\$53,350.00	\$45,347.50

Signature:	Date:	

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof

(b)	The Station shall exercise normal precautions in handling of presenting of presenting the station of the station shall exercise normal precautions in handling of presenting the station of the station o	property and mail, but assumes no liability for loss or damag	e to program or commercial
materials and other property furnis	ished by the Agency in connection with broadcasts hereunder. T	The Station will not accept or process mail, correspondence	, or telephone calls in
connection with broadcasts excep	pt after its prior approval.		

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

And:

Crossroads Media 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

	Contract / Rev	<u>/ision</u>		Alt Order #	
	969154	1			
Product					
American Crossroads					
Contract Dates	Estimate #				
11/03/12 - 11/05/12	1339 - AC PA	TV 11.	3-1		
Advertiser			Ori	ginal Date	/ Revision
American Crossroads			1	0/31/12	/ 11/14/12
	Billing Cycle	Billing	Cal	<u>endar</u>	<u>Cash/Trade</u>
	EOM/EOC	Broado	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WTAE	Bob C	ain		Eagle-Philadelpl
	Special Hand	ling			
	Demographic				
	Adults 25-54				
	IDB#	Advert	iser	Code	Product Code
					7
	Agency Ref			Advertiser	Ref
				1	

Spots/ Type Spots Amount Start/End Time Davs Length Week Rate *Line Ch Start Date End Date Description NM \$225.00 :30 430-5a M-F 430-5am WTAE 11/05/12 11/05/12 Spots/Week Weekdays Rate Start Date **End Date** \$225.00 Week: 11/05/12 11/11/12 M----1 NM \$300.00 :30 CASTLE WKND LF 1 12-1X WTAE 11/03/12 11/03/12 2 Start Date **End Date** Weekdays Spots/Week Rate \$300.00 Week: 10/29/12 11/04/12 ----5-1 NM O \$0.00 :30 11/05/12 1P-2P THE CHEW WTAE 11/05/12 Spots/Week **End Date** Rate Start Date Weekdays \$325.00 Week: 11/05/12 11/11/12 M----1 Rate Type Start/End Time Weekdays Length Description Spot Ch Date Range :30 \$325.00 NM 1P-2P 1 WTAE 11/05/12-11/11/12 THE CHEW See MG 15.2 :30 NM 0 \$0.00 **GENERAL HOSPITAL** GENERAL HOSPI WTAE 11/05/12 11/05/12 Spots/Week Start Date **End Date** Weekdays Rate \$350.00 Week: 11/05/12 11/11/12 Length Type Start/End Time Rate Weekdays Spot Ch Date Range Description \$350.00 1 WTAE 11/05/12-11/11/12 GENERAL HOSPITAL GENERAL HOSPIM-----:30 NM See MG 15.2 \$350.00 5-7a :30 NM 1 WTAE 11/04/12 11/04/12 Sun 5-7am News Start Date **End Date** Weekdays Spots/Week Rate \$350.00 Week: 10/29/12 11/04/12 -----1 NM \$350.00 9-10am :30 1 WTAE 11/05/12 11/05/12 Live with Kelly Spots/Week Rate Start Date **End Date** Weekdays Week: 11/05/12 11/11/12 \$350.00 NM \$350.00 M-F 10AM-11AM :30 1 11/05/12 RACHEL RAY DAY WTAE 11/05/12 **End Date** Spots/Week Rate Start Date Weekdays \$350.00 1 Week: 11/05/12 11/11/12 M----:30 NM \$350.00 Sat 5-7am 5-7am WTAE 11/03/12 11/03/12 Spots/Week Rate Start Date **End Date** Weekdays \$350.00 Week: 10/29/12 11/04/12 NM \$0.00 0 Inside Edition Wknd SA 730p-8p :30 WTAE 11/03/12 11/03/12

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision 969154 /	Alt Order #
10000	Estimate # 1339 - AC PA TV 11.3-11.

Original Date / Revision Advertiser 10/31/12 / 11/14/12 American Crossroads

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Week: 10/29/12	<u>Rate</u> \$400.00 <u>Start/End Time</u> SA 730p-8p	Weekdays Length Rate Sa :30 \$400.00	<u>Type</u> NM	
10 WTAE 11/05/12 11/05/12 M-F 3-4P Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	M-F 3-4P <u>Rate</u> \$450.00	:30	NM 1	\$450.00
11 WTAE 11/05/12 11/05/12 DR OZ Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1 Spot Ch Date Range Description 1 WTAE 11/05/12-11/11/12 DR OZ	M-F 4-5p <u>Rate</u> \$450.00 <u>Start/End Time</u> <i>M-F 4-5p</i>	:30 <u>Weekdays Length Rate</u> M::30 \$450.00	NM 0 <u>Type</u> <i>NM</i>	\$0.00
Credited 12 WTAE 11/05/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	11am-noon <u>Rate</u> \$500.00	:30	NM 1	\$500.00
13 WTAE 11/04/12 11/04/12 Sunday Extended Late New Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S 1	rs Sun 11:35p-12:00 <u>Rate</u> \$500.00	a :30	NM 1	\$500.00
14 WTAE 11/04/12 11/04/12 Sun 8-10am News Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S 1	8-10am <u>Rate</u> \$550.00	:30	NM 1	\$550.00
15 WTAE 11/03/12 11/03/12 Good Morning America Sat Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1 Spot Ch Date Range Description 1 WTAE 10/29/12-11/04/12 Good Morning America Sat	Rate \$650.00 Start/End Time	:30 <u>Weekdays Length Rate</u>	NM 1 <u>Type</u> <i>NM</i>	\$1,325.00
See MG 15.2 2 WTAE 11/04/12-11/04/12 Sun Var Wknd - non Kids ⊕ MG for 3.1,4.1,15.1	11:30a-6p	St :30 \$1,325.00	NM	
16 WTAE 11/04/12 11/04/12 Good Morning America Sur Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12S 1	7-8am <u>Rate</u> \$650.00	:30	NM 1	\$650.00
17 WTAE 11/05/12 11/05/12 WTAE Noon News Start Date End Date Weekdays Spots/Week Week; 11/05/12 11/11/12 M 1	11:58-1pm <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
18 WTAE 11/05/12 11/05/12 5-6am News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	5 - 6am <u>Rate</u> \$1,200.00	:30	NM 1	\$1,200.00
19 WTAE 11/05/12 11/05/12 5-6am News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	5 - 6am <u>Rate</u> \$1,200.00	:30	NM 1	\$1,200.00
20 WTAE 11/04/12 11/04/12 Sun Early News Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S 1	630-7p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00
21 WTAE 11/03/12 11/04/12 Sat Early News Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 S- 1	6-630p / 7-730p <u>Rate</u> \$1,800.00	:30	NM 1	\$1,800.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	Contract / Revision 969154 /	!	Alt Order #			
Contract Dates 11/03/12 - 11/05/12	Product American Crossroa		Estimate # 1339 - AC PA TV 11.3-11.5			
Advertiser American Crossroads			nal Date / Revision /31/12 / 11/14/12			

	Otant/End Times	Spots/ Days Length Week Rate	TypeS	inote	Amount
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type C	pots	Amount
Start Date End Date Weekdays Spots/Week	Rate	.20	NM	1	\$2,400.00
22 WTAE 11/04/12 11/04/12 Sun ABC Prime A	7-8pm Rate	:30	IVIVI	- 1	\$2,400.00
Week: 10/29/12 End Date Weekdays Spots/Week 11/04/12S 1	\$2,400.00				#0.500.00
23 WTAE 11/05/12 11/05/12 6-7am News	6-7am	:30	MM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 M 1	Rate \$2,500.00				
24 WTAE 11/05/12 11/05/12 Good Morning America	7-9am	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> \$2,500.00				
VVCCR. TITOOTTE TITTITE T		:30	NM	1	\$3,000.00
25 WTAE 11/05/12 11/05/12 5-6pm News M-F Start Date End Date Weekdays Spots/Week	5-6pm Rat <u>e</u>	:30	IVIVI		ψ0,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	\$3,000.00				
26 WTAE 11/05/12 11/05/12 5-6pm News M-F	5-6pm	:30	NM	1	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 11/05/12 11/11/12 M 1	\$3,000.00				
27 WTAE 11/05/12 11/05/12 Entertainment Tonight	7:30-8pm	:30	MM	1	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$3.000.00				
VVECK. 17705/12 17717/12	7-7:30pm	:30	NM	1	\$3,000.00
28 WTAE 11/05/12 11/05/12 Inside Edition Start Date End Date Weekdays Spots/Week		.50			40,000.00
Week: 11/05/12 11/11/12 M 1	\$3,000.00				
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>		
1 WTAE 11/05/12-11/11/12 Inside Edition	7-7:30pm	M: :30 \$3,000.00	NM		
See MG 28.2	6-7PM	M: :30 \$3,000.00	NM		
2 WTAE 11/05/12-11/05/12 World News Tonight M MG for 28.1 11/05	O-7 F W	.50 \$6,555.55			
29 WTAE 11/05/12 11/05/12 6-6:30pm News	6-6:30pm	:30	NM	1	\$4,000.00
Start Date End Date Weekdays Spots/Week					
Week: 11/05/12 11/11/12 M 1	\$4,000.00				
30 WTAE 11/05/12 11/05/12 Mon ABC Prime C	10-11pm	:30	NM	1	\$15,000.00
Start Date End Date Weekdays Spots/Week					
Week: 11/05/12	\$15,000.00 Start/End Time	Weekdays Length Rate	Туре		
1 WTAE 11/05/12-11/11/12 Mon ABC Prime C	10-11pm	M :30 \$15,000.00	NM		
See MG 30.2					
2 WTAE 11/05/12-11/05/12 Mon ABC Prime Other	Prime Other	M :30 \$15,000.00	NM		
MG for 30.1 11/05					
31 WTAE 11/03/12 11/03/12 Sat 8-10am	8-10am	:30	NM	1	\$700.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 5- 1	<u>Rate</u> \$700.00				
33 WTAE 11/05/12 11/05/12 RACHEL RAY DAY	M-F 10AM-11AM	:30	NM	1	\$500.00
Class of Time - Pre-emptible with notice	D. (
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 M 1	<u>Rate</u> \$500.00				
VVCCN. 11/00/12 11/11/12 19 1	ψοσο.σο	Tabala		28	\$52,500.00
		Totals		20	φ32,300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Page 4 of 6



WTAE 400 Ardmore Blvd. Pittsburgh, PA 15221 (412)242-4300

	Contract / Revision 969154 /	Alt Order #
Contract Dates 11/03/12 - 11/05/12	Product American Crossroa	Estimate # nds 1339 - AC PA TV 11.3-11.£
Advertiser American Crossroads		<u>Original Date / Revision</u> 10/31/12 / 11/14/12

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/05/12	28	\$52,500.00	\$44,625.00
Totals	28	\$52,500.00	\$44,625.00

Signature:		Date:	
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TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or	commercia
materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone c	alls in
connection with broadcasts except after its prior approval.	

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



Billing: (781)433-4283

Invoice #	Invoice Date	Invoice Month	Invoice Period
969154-1	11/11/12	November 2012	10/29/12 - 11/05/12
		•	

Station	Account Executive	Sales Office	Sales Region
WTAE	Bob Cain	Eagle-Philadelph	National

Advertiser Ref

www.thepittsburghchannel.com

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WTAE P.O. Box 26887 Lehigh Valley, PA 18002-6887

WIAL	Bob Gaiii	Lagie-i III		National
Advertiser	Product		Estir	nate Number
American Crossroads	American Cros	sroads	1339	- AC PA TV 11.
	Flight Dates	Order#		Alt Order #
	Flight Dates	Order #		All Order #
	11/03/12 - 11/05/12	969154		
	Billing Calendar	Billing Type		Deal #
	Broadcast	Cash		
	Special Handling			
	IDB#	Advertiser C	ode	Product Code

Agency Ref

ine Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1 11/05/12	11/05/12	M-F 430-5am	430-5a	M	:30	1	\$225.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$225.00					
. –	h <u>Day Ai</u> /TAEM 11			Start/End Time 430-5a		<u>th</u> <u>Ad-ID</u> 30 USPRTV28	ACH		Rate Type \$225.00 NM
				430-3a		U 03FK1V20	ACH		\$225.00 INIVI
2 11/03/12	11/03/12	CASTLE WKND LF 1	12-1X	S-	:30	1	\$300.00	NM	
Weeks:	Start Date 10/29/12	11/04/12S-	Spots/Week 1	<u>Rate</u> \$300.00					
Spots: # C				Start/End Time		h Ad-ID			Rate Type
1 VV	TAE Sa 11	/03/12 12:51 AM CAST	LE WKND LF 1	12-1X	:3	0 USPRTV28	ACH		\$300.00 NM
3 11/05/12	11/05/12	THE CHEW	1P-2P	M	:30	1	\$325.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$325.00					
Spots: # Cl				Start/End Time	Lengt	h Ad-ID			Rate Type
1 W	TAE M 11. See MG		CHEW	1P-2P	:0	0			\$325.00 NM
4 11/05/12	11/05/12	GENERAL HOSPITAL	. GENERAL HOSP	IT M	:30	1	\$350.00	NM	
Weeks:	Start Date 11/05/12	11/11/12 M	1	<u>Rate</u> \$350.00					
Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
1 W	TAE M 11, See MG		RAL HOSPITAL	GENERAL HOS	PI7 :0	0			\$350.00 NM
5 11/04/12	11/04/12	Sun 5-7am News	5-7a	S	:30	1	\$350.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$350.00					
Spots: # Ch				Start/End Time	Lengtl	n Ad-ID			Rate Type
1 W	TAE Su 11/	04/12 5:53 AM Sun 5	-7am News	5-7a	:30	USPRTV284	ACH		\$350.00 NM
6 11/05/12	11/05/12	Live with Kelly	9-10am	M	:30	1	\$350.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$350.00				***************************************	



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/29/12 - 11/05/12 | Invoice Month | Invoice Period | 10/29/12 - 11/05/12 | Invoice Month | Invoice Period | Invo

Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	1339 - AC PA TV 11.

www.thepittsburghchannel.com

www.th	nepittsburghcha	annel.com					01-1			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
6	11/05/12	11/05/12	Live with Kelly	9-10am	M	:30	1	\$350.00	NM	
	Spots: # Ch 1 W		Air Time Descrip 9:46 AM Live wit		<u>Start/End Time</u> 9-10am		h <u>Ad-ID</u> 0 usprtv284	АСН		<u>Rate Type</u> \$350.00 NM
7	11/05/12	11/05/12	RACHEL RAY DAY	M-F 10AM-11AM	M	:30	1	\$350.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 W		11/11/12 M		<u>Rate</u> \$350.00 <u>Start/End Time</u> M-F 10AM-11AM		h <u>Ad-ID</u> 0 usprtv28 <i>a</i>	ACH		<u>Rate</u> <u>Type</u> \$350.00 NM
8	11/03/12	11/03/12	Sat 5-7am	5-7am	S-	:30	1	\$350.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 W	<u>Start Date</u> 10/29/12 1 <u>Day Air</u> FAE Sa 11	11/04/12S- Date Air Time Descrip		Rate \$350.00 Start/End Time 5-7am		h <u>Ad-ID</u> 0 usprtv284	ACH		<u>Rate</u> <u>Type</u> \$350.00 NM
9	11/03/12	11/03/12	Inside Edition Wknd	SA 730p-8p	S-	:30	1	\$400.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 W	Start Date 10/29/12 Day Air TAE Sa 11. Credited	11/04/12S- <u>Date</u> <u>Air Time</u> <u>Descrip</u> //03/12	Spots/Week 1 ition Edition Wknd	Rate \$400.00 Start/End Time SA 730p-8p	<u>Lengt</u> :0	h <u>Ad-ID</u> 0			<u>Rate</u> <u>Type</u> \$400.00 NM
10	11/05/12	11/05/12	M-F 3-4P	M-F 3-4P	M	:30	1	\$450.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 W		11/11/12 M		<u>Rate</u> \$450.00 <u>Start/End Time</u> M-F 3-4P		n <u>Ad-ID</u> O usprtv28a	ЛСН		<u>Rate</u> <u>Type</u> \$450.00 NM
11	11/05/12	11/05/12	DR OZ	M-F 4-5p	M	:30	1	\$450.00	NM	
	Weeks: Spots: <u>#</u> Ch <i>1</i> WT	Start Date 11/05/12 Day Air AE M 11/ Credited	11/11/12 M <u>Date</u> <u>Air Time</u> <u>Descript</u> 05/12 DR OZ	Spots/Week 1 tion	Rate \$450.00 <u>Start/End Time</u> <i>M-F 4-5p</i>	<u>Length</u> :00	n <u>Ad-ID</u> O			<u>Rate</u> <u>Type</u> \$450.00 NM
12	11/05/12	11/05/12	The View	11am-noon	M	:30	1	\$500.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 WT		End Date MTWTFSS 11/11/12 M Date Air Time Descript 05/12 10:58 AM The View		Rate \$500.00 Start/End Time 11am-noon		<u>Ad-ID</u>) USPRTV28A	СН		<u>Rate</u> <u>Type</u> \$500.00 NM
13	11/04/12	11/04/12	Sunday Extended Late N	N∈Sun 11:35p-12:00a	S	:30	1	\$500.00	NM	
	Weeks: Spots: <u>#</u> Ch 1 WT	Start Date 10/29/12 <u>Day</u> Air AE Su 11/		Spots/Week 1 tion Extended Late News	<u>Rate</u> \$500.00 <u>Start/End Time</u> Sun 11:35p-12:00		<u>1 Ad-ID</u>) USPRTV28A	СН		<u>Rate</u> <u>Type</u> \$500.00 NM
14	11/04/12	11/04/12	Sun 8-10am News	8-10am	S	:30	1	\$550.00	NM	
	Weeks: Spots: <u>#</u> Ch	Start Date 10/29/12 Day Air	End Date MTWTFSS 11/04/12 S Date Air Time Descript	Spots/Week 1	Rate \$550.00 Start/End Time	Length	n <u>Ad-ID</u>			Rate Type



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 10/29/12 - 11/05/12 | Invoice Month | Invoice Period | 10/29/12 - 11/05/12 | Invoice # | Invoice Month | Invoice Period | Invoice P

Advertiser	Product	Estimate Number				
American Crossroads	American Crossroads	1339 - AC PA TV 11.				

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www.thepittsburg	hchannel.com								
Line Start Da	ate End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
14 11/04/1:		Sun 8-10am News	8-10am	S	:30	1	\$550.00	NM	
			-	01 1/5 1.5			+000.00		
Spots: <u>#</u>	Ch <u>Day A</u> WTAE Su 1			Start/End Time 8-10am		<u>h</u> <u>Ad-ID</u> 0 usprtv2	8ACH		<u>Rate Type</u> \$550.00 NM
15 11/03/12	2 11/03/12	Good Morning America		S-	:30	1	\$650.00	NM	
15 11/05/12	2 11/03/12		a 3//-0aiii		.30		φοσυ.υυ	INIVI	
Weeks:	Start Date 10/29/12	End Date MTWTFSS 11/04/12S-	Spots/Week 1	<u>Rate</u> \$650.00					
Spots: #				Start/End Time	Lengt	h Ad-ID			Rate Type
1	WTAE Sa 1		Morning America Sat	7-8am	:0	0			\$650.00 NM
2	See MC WTAE Su 11		ar Wknd - non Kids	11:30a-6p	:30	0 USPRTV2	8ACH		\$1,325.00 NM
		3.1,4.1,15.1							ψ1,020.00 Till
16 11/04/12	2 11/04/12	Good Morning America	a Sı7-8am	S	:30	1	\$650.00	NM	
Weeks:	Start Date		Spots/Week	Rate					
Spots: #	10/29/12 Ch <u>Day Ai</u>	11/04/12S ir Date Air Time Descri	1 intion	\$650.00 Start/End Time	Lengt	h Ad-ID			Pate Type
_	WTAE Su 11		Morning America Sun	7-8am		USPRTV2	8ACH		<u>Rate Type</u> \$650.00 NM
17 11/05/12	2 11/05/12	WTAE Noon News	11:58-1pm	M	:30	1	\$1,000.00	NM	
10/			,				Ψ1,000.00		
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: #			ption	Start/End Time	Length	Ad-ID			Rate Type
1	WTAE M 11	/05/12 12:57 PM WTAE	Noon News	11:58-1pm	:30	USPRTV2	8ACH	-	\$1,000.00 NM
18 11/05/12	2 11/05/12	5-6am News	5 - 6am	M	:30	1	\$1,200.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week	<u>Rate</u> \$1,200.00					
Spots: #				Start/End Time	Length	n Ad-ID			Rate Type
1	WTAE M 11	/05/12 5:14 AM 5-6am	News	5 - 6am	:30	USPRTV2	8ACH		\$1,200.00 NM
19 11/05/12	2 11/05/12	5-6am News	5 - 6am	M	:30	1	\$1,200.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Spots: #	11/05/12 Ch Day Air	11/11/12 M r Date Air Time Descri	1 ntion	\$1,200.00 Start/End Time	Longth	Ad-ID			Data Time
_		/05/12 5:29 AM 5-6am		5 - 6am) USPRTV28	8ACH		Rate Type \$1,200.00 NM
20 11/04/12	11/04/12	Sun Early News	630-7p	S	:30	1	\$1,800.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
	10/29/12	11/04/12S	1	\$1,800.00					
Spots: #	Ch <u>Day Air</u> WTAE Su 11			Start/End Time 630-7p		<u>Ad-ID</u>) USPRTV28	PACII		Rate Type
									\$1,800.00 NM
21 11/03/12	11/04/12	Sat Early News	6-630p / 7-730p	S-	:30	1	\$1,800.00	NM	
Weeks:	Start Date 10/29/12	End Date MTWTFSSS-	Spots/Week 1	<u>Rate</u> \$1,800.00					- 52
Spots: #				Start/End Time	Length	Ad-ID			Rate Type
		/03/12 7:59 PM Sat Ea		6-630p / 7-730p		USPRTV28	ВАСН		\$1,800.00 NM
22 11/04/12	11/04/12	Sun ABC Prime A	7-8pm	S	:30	1	\$2,400.00	NM	
Weeks:	Start Date	End Date MTWTFSSS	Spots/Week	Rate					
	10/29/12	11/04/12S	1	\$2,400.00					



| Invoice # | Invoice Date | Invoice Month | Invoice Period | 969154-1 | 11/11/12 | November 2012 | 10/29/12 - 11/05/12

Advertiser Product Estimate Number

American Crossroads American Crossroads 1339 - AC PA TV 11.

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www.thepittsburghc		Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
22 11/04/12	11/04/12	Sun ABC Prime A	7-8pm	S	:30	1	\$2,400.00	NM	
Spots: <u>#</u> C 1 V		r Date Air Time Descrip /04/12 6:58 PM Sun AB		Start/End Time 7-8pm		<u>Ad-ID</u>) USPRTV2	8ACH		<u>Rate</u> <u>Type</u> \$2,400.00 NM
23 11/05/12	11/05/12	6-7am News	6-7am	M	:30	1	\$2,500.00	NM	
Weeks: Spots: <u>#</u> C 1 V	Start Date 11/05/12 th <u>Day Ail</u> VTAE M 11			<u>Rate</u> \$2,500.00 <u>Start/End Time</u> 6-7am		<u>1 Ad-ID</u>) USPRTV2	8ACH		<u>Rate</u> <u>Type</u> \$2,500.00 NM
24 11/05/12	11/05/12	Good Morning America	7-9am	M	:30	1	\$2,500.00	NM	3
Weeks: Spots: <u>#</u> C 1 V		End Date MTWTFSS 11/11/12 M r Date Air Time Description /05/12 7:58 AM Good		<u>Rate</u> \$2,500.00 <u>Start/End Time</u> 7-9am		n <u>Ad-ID</u>) USPRTV2	8ACH	17	Rate Type \$2,500.00 NM
25 11/05/12	11/05/12	5-6pm News M-F	5-6pm	M	:30	1	\$3,000.00	NM	
Weeks: Spots: <u>#</u> C 1 W		End Date MTWTFSS 11/11/12 M r Date Air Time Descrip /05/12 5:51 PM 5-6pm		Rate \$3,000.00 <u>Start/End Time</u> 5-6pm		n <u>Ad-ID</u>) USPRTV2	8ach		<u>Rate</u> <u>Type</u> \$3,000.00 NM
26 11/05/12	11/05/12	5-6pm News M-F	5-6pm	M	:30	1	\$3,000.00	NM	
Weeks: Spots: <u>#</u> C 1 W		End Date MTWTFSS 11/11/12 M r Date Air Time Description /05/12 5:22 PM 5-6pm	The second secon	<u>Rate</u> \$3,000.00 <u>Start/End Time</u> 5-6pm		n <u>Ad-ID</u>) USPRTV2	8ach	4	<u>Rate</u> <u>Type</u> \$3,000.00 NM
27 11/05/12	11/05/12	Entertainment Tonight	7:30-8pm	M	:30	1	\$3,000.00	NM	***************************************
Weeks: Spots: <u>#</u> C 1 W		End Date MTWTFSS 11/11/12 M r Date Air Time Description /05/12 7:47 PM Enterta		Rate \$3,000.00 <u>Start/End Time</u> 7:30-8pm		<u>Ad-ID</u>) USPRTV2	8асн		<u>Rate Type</u> \$3,000.00 NM
28 11/05/12	11/05/12	Inside Edition	7-7:30pm	M	:30	1	\$3,000.00	NM	
	TAE M 11. See MG	/05/12 Inside I	Edition	Rate \$3,000.00 Start/End Time 7-7:30pm 6-7PM	<u>Length</u> :00		8ACH		Rate Type \$3,000.00 NM \$3,000.00 NM
29 11/05/12	11/05/12	6-6:30pm News	6-6:30pm	M	:30	1	\$4,000.00	NM	
Weeks: Spots: <u>#</u> C 1 W		End Date MTWTFSS 11/11/12 M Date Air Time Descrip /05/12 6:08 PM 6-6:30p		<u>Rate</u> \$4,000.00 <u>Start/End Time</u> 6-6:30pm	Length :30	Ad-ID USPRTV2	8ach		<u>Rate</u> <u>Type</u> \$4,000.00 NM
30 11/05/12	11/05/12	Mon ABC Prime C	10-11pm	M	:30	1	\$15,000.00	NM	
Weeks:	Start Date 11/05/12	End Date MTWTFSS 11/11/12 M	Spots/Week 1	<u>Rate</u> \$15,000.00					-



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Advertiser	Product	Estimate Number
American Crossroads	American Crossroads	1339 - AC PA TV 11.

www.thepittsburghchannel.com Spots/										
Line S	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
30 1	1/05/12	11/05/12	Mon ABC Prime C	10-11pm	M	:30	1	\$15,000.00	NM	
Sp	pots: <u>#</u> Ch 1 WT. 2 WT.	See MG	05/12 Mon / 30.2 05/12 9:29 PM Mon /	ription ABC Prime C ABC Prime Other	Start/End Time 10-11pm Prime Other	:0	th Ad-ID 00 80 USPRTV	28ACH		<u>Rate Type</u> \$15,000.00 NM \$15,000.00 NM
31 1	1/03/12	11/03/12	Sat 8-10am	8-10am	S-	:30	1	\$700.00	NM	
	pots: <u>#</u> Ch		End Date MTWTFSS 11/04/12 S- Date Air Time Desc 03/12 9:50 AM Sat 8		Rate \$700.00 Start/End Time 8-10am		th <u>Ad-ID</u> 30 USPRTV	28асн		<u>Rate</u> <u>Type</u> \$700.00 NM
	11/05/12	11/05/12	RACHEL RAY DAY	M-F 10AM-11AM		:30	0	\$500.00	NM	6
V	Veeks: Spots: <u>#</u> Ch	Start Date 11/05/12 Day Air	End Date MTWTFSS M		<u>Rate</u> \$500.00 <u>Start/End Time</u> M-F 10AM-11AI		<u>th</u> <u>Ad-ID</u> 30 USPRTV	28АСН		<u>Rate</u> <u>Type</u> \$500.00 NM
					Total Spots		28			
Payn	ment Te	erms 30	Days					Gross Totancy Commission	<u>1</u>	\$52,500.00 \$7,875.00 \$44,625.00